LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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There's a new wave rolling on the river.

Enriched Flavor™ is making a big splash in Memphis. It gives Merit a rich, satisfying tobacco taste. Yet with even less tar than other leading lights. In fact, in a nationwide test against competitive cigarettes, over half the smokers said Merit tastes as good or better than cigarettes with as much as 38% more tar. Which is why our competitors were last seen paddling toward New Orleans.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/qqjx0001

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